

1. A disposable absorbent article comprising:
 - (a) a chassis having a longitudinal central axis and a garment-facing surface and a body-facing surface, the chassis adapted to extend from a back waist area of a wearer to a front waist area of a wearer with the body-facing surface overlying the crotch area of the wearer, the chassis including a first waist region, a second waist region and a crotch region;
 - (b) a pair of side panels extending substantially laterally outwardly from respective edge portions of the second waist region of the article, the side panels each carrying a securement element for engagement with the garment-facing surface at the first waist region of the article for securing the article in a wearing position on the body of the wearer;
 - (c) the side panels each including an image element that defines substantially one-half of a predetermined ornamental visual image, wherein when the side panels are secured to the first waist region the image elements complete the predetermined ornamental visual image, wherein when the side panels are secured to the first waist region the image elements complete the telling of a storyline.
2. An article in accordance with claim 1 wherein the securement elements include fastener tabs that have a predetermined ornamental shape.
3. An article in accordance with claim 2 wherein the predetermined ornamental shape of the fastener tabs is complementary with the image elements.